

STRATEGIC FRAMEWORK ELEMENT ECONOMIC PROSPERITY POLICIES

7. Economic Prosperity and Regionalism

To address the shortage of available employment land, land appropriate for employment land uses in should be designated in key areas throughout the City, including recognizing where underutilized land uses could be redeveloped as employment uses. Subregional Districts and Urban Village Centers (further defined in Part C of this section) will play an important role in the City's economic prosperity strategies by providing the appropriately designated land and infrastructure needed to support business development and a variety of employment and housing opportunities.

Key strategies to increase economic prosperity include:

Use Employment Lands Efficiently

- Increase the allowable intensity of employment uses in Subregional Districts and Urban Village Centers that will be better served by transit. This can be achieved by increasing the permitted floor area and lot coverage standards.
- Identify other underutilized employment lands that could also intensify where transit exists or is planned.
- Locate regional employment uses downtown or in Subregional Districts.
- Identify areas in Subregional Districts where collocation of employment and residential uses could occur.
- Concentrate commercial development in areas best able to support those uses such as urban and neighborhood centers and mixed-use corridors. Subregional Districts and Transit Corridors may also limit the amount of retail commercial in favor of industrial or residential uses.
- Identify commercial areas where industrial uses could be permitted without discretionary review.
- Make available underutilized City-owned land where transit exists or is planned that has the potential for use as employment land.
- Limit the redesignation of employment land except where it will mitigate existing land use conflicts, or when it meets specific criteria to be established with the adoption of the Economic Prosperity Element. These criteria should relate to the availability of land to meet the City's economic development goals, parcel characteristics, adjacency to transit, and urban design.

Increase Middle-Income Employment Opportunities

- Preserve areas for middle-income employment uses including manufacturing, research and development, distribution, and wholesale trade by limiting or excluding multiple tenant office uses and corporate headquarters that do not have a research and development or manufacturing component.
- Identify additional areas for the location of middle-income uses.
- Encourage high technology business facilities in locations that are more broadly geographically distributed throughout the City.

Retain and Expand Business

- Most of the region's economic growth comes from the expansion of existing businesses and from entrepreneurial innovation, rather than from attracting other businesses to the area. Establish land use policies and regulations that are sufficiently flexible to meet the needs of a mixed, diverse, and rapidly changing economy.
- Streamline development regulations to reduce discretionary review, increase predictability, and expedite processing for projects that meet regulations.
- Evaluate economic conditions on an ongoing basis and identify the industry clusters that are key to both the growth and stability of the local economy. The goal is to provide a diverse economic base, maintain environmental quality, and provide high quality employment opportunities.
- Develop business incentives that encourage reuse and infill for key employment clusters in existing urban areas.
- Continue and expand, where appropriate, Redevelopment Areas and Enterprise Zones.

Promote Education and Job Training

- Provide equitable access to educational opportunities, which result in a highly qualified and productive labor force.
- Develop public/private partnerships and pursue local, state, and federal grants to provide high technology education and job training at all levels.

Lead Regional Collaboration

- Assume an active leadership role in planning and implementing infrastructure investments on a collaborative regional basis.

- Collaborate with state and federal agencies to implement alternate investment policies that support growth in urban locations.
- Regional capital facilities that provide the most significant positive economic impact to the City will be targeted for investment. The highest priority should be given to infrastructure investments that are fundamental to our future needs and provide leverage for our competitive advantages.

Strengthen Border Relations

- Continue to increase of trade capabilities with Latin America in part by developing a comprehensive economic development strategy with Mexico.
- Increase coordination with Mexico to plan and implement mutually beneficial cross border facilities.
- Develop a unique and festive bi-national village adjacent to the international border combining employment retail, entertainment, and cultural uses connected by a pedestrian bridge to a similar zone in Tijuana.